



FASHIONS FOR SPRING . . . Lighter weight fabrics, relaxed easy lines and care free wrinkle-free handlings are stressed in the fashions for spring. Men's wear especially points up middleweight fabrics. The new "Spring-weave" fabric shapes this handsome three button, natural shoulder model.

Ambassador, Continental, Ivy Transcontinental Lead in Styles

No man should have any trouble finding businesswear to flatter him this Spring, says the American Institute of Men's and Boys' wear. There is a model for every taste and every age. The newest—combining many world-wide influences—is the "American International."

Previewed last year at the International Association of Clothing Designers Convention in Rome, this style enhances a man's appearance in virtually any and all settings, anywhere in the world. The shoulders and lapels are slightly wider than in other top fashion styles right now. The coats are a bit more fitted at the waist, but the slim silhouette—so familiar in many other models these days—is magically kept. Predictions are that this model will quickly become a real favorite.

The most widely accepted suit model is the more conservative "American Natural", with a slimmed-down look inspired by the American Continental. "Continentials" have moved away from extremes. With many handsome modifications, they continue to give a slim-trim profile. The "Trans-American" model is a continental, cut to the American taste.

The "American Ambassador", originated by California designers, incorporates easy slimming lines with jackets a bit shorter than a year ago. Ivy styling is on the scene perhaps bigger than ever—but look for this model to be less "gimmicky" than before. Fewer Ivy business suits have back-strapped trousers and lap seams which the more mature man will find to his liking.

To complement these dressier suits, new touches have been added to dress shirts too. These include patterned fabrics, British type stripes, miniature overplaids and checks. Traditional white as well as ivory and olive go especially well with Ivy styling. Grays, tans, and blues are also high on the list.

Suits now come in three basic weights—winter, mid-weight for in-between days and featherweights for the hot days of summer. Shirts, too, have now been introduced in a variety of fabric weights suitable for different weather conditions, including the super lightweights with millions of tiny "air vents" for hot weather comfort. Short sleeve shirts make for utmost comfort and ease of wear during the hottest days of summer.

Dominating new notes in topcoats and raincoats are shorter lengths and the lighter weights. Colors in topcoats are lighter and brighter than in the past seasons, while raincoats are coming in for greater styling and a wider range of patterning.

but fewer are shown in the familiar dark shades which are now giving way to mediums and lights. For spring and summer, lots of new lightweight crushables will be a head for men.

A brief look at the new neckwear shows that the fashion emphasis is on brighter colors and stronger patterns. Staging a comeback are smart ties with the designs under the knot.



SMART HAT . . . Here's a smart hat that gets the straw vote in all well dressed circles. In fine imported raffia with tight center crease and narrow brim, it is amazingly pliable yet holds its shape. The Batik print band wears a jaunty sprig of raffia.

Dress Shirts

Dress shirt male call—This spring, the big news is short sleeved business shirts in more colors than ever, but favoring pale shades like ivory, gold and chamois. The bandless convertible collar and the traditional button-down style remains, but the new tab styles are gaining fast.

Tie Patterns

Tie patterns and colors this season provide a man with a wide variety of possible choices to suit his individual tastes. Most popular will be colorfully striped repps followed closely by solid color surface interest creations, tone-on-tone designs, and subtle under the knot pattern effects. The most important color treatment include olive and gold,

Spring Styles Look Just Like Dads' In All Detail

Today's young man should consider himself lucky and well dressed. Let the young man select his wardrobe from three main categories: (1) Ivy-Continental; this the traditional three button style coat with little or no suppression at the coat waist, its Ivy-type fabrics and colors, but has hacking pockets and side vents. Trousers are either beltless or with belt loops, with three-quarter pocket detailing. (2) Ivy-Ivy, for the young man with extreme fancy flair. (3) Natural Shoulder; this has the natural style-look with very little shoulder padding.

Sporadically seen, but not quite enough to merit a fourth category, is the British influence. British styling offers suppressed coat waist, extra pocket for change, slightly wider lapels.

Let's talk about colors . . . the trend is for soft shading in big patterns; solids will be good, too; also small patterns, plaids, checks and madras (not just the bleeders, but also da-

ron and cotton blends). Sure to stand out will be new putty (bone tone), pewter (green cast), sailing blue, mustard, olive with other color combinations and traditional blacks and browns.

As for fabrics, the flat, smooth ones will generally predominate—hard-finish worsteds, gabardines of dacron/worsted blends and dacron/wool blends and mohair.

As a bright added footnote, this season will offer double breasted styling. Look for new surface textures in twill weaves. As for colors, mustard, pewter, olive and navy will prevail. As a young man has a varied character, Spring too, offers him a varied character of clothing, all waiting to suit him best.

A boy's wardrobe wouldn't be complete this spring without a sportshirt! This season offers countless styles, one, will sure to be his favorite.

Notable, and the single newest fashion sensation will be the poncho or pull-over style. Smartly tapered to fit the body more closely. Among the fabric favorites—ticking stripes, sateen (with carefully matched scarf prints), hop-sacking in solid and printed versions, fine woven mesh, popular oxford cloth, woven jacquards and as always iridescent cottons . . . all sure to give spring a "cool" welcoming!



THE NEW SPORTS COATS . . . The natural look in sports coats points up shoulders where nature put them. Narrow lapels; three button cut-away front and light as air fabrics adopt these coats to campus, office, or country club wear. The sport coat at the left is authentic seersucker, at right in batik.



THE BRITISH LOOK . . . The British Gentleman inspired the look of fashion in these line-look sport coats. A new blend of dacron and flax gives the authentic texture look to the fabric yet resists wrinkling. Pale hues and subdued styling make these tropical-type coats just right for warm weather activities.

Youths Enjoy Spring Hats

Heading into spring to give young men that finishing touch when dressing for a special occasion and the wearer a sense of pride—is a brand-new group of smart hats.

New this spring are fabric hats in madras of batik prints matching jackets of same fabric. Also seen are solid fabric hats with printed bands and brim welting. Smaller shapes with narrower brims are predominant.

Three popular new styles in brushed wool are the tapered front pork pie, the soft pinch front model, and the center crease. While these have a definite sporty air, they are equally appropriate for boy's dress-up occasions.

Seersucker
Seersucker, (the original wash and wear fabric) is seen this season in interesting checks in addition to traditional stripe patterns. Embroidery, too, is widely used with motif sometimes picked up on the buttons. Newsworthy are fly-front closures. Trims of self fabric welting on shirt fronts are frequently used. Knits, too, will take to the popular poncho styling with a solid color emphasis.

MEN'S FASHION PREVIEW FOR Spring



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Beach Wear

As always, beachwear offers something new—stretching knits in boxer and brief lengths. And, beachwear co-ordinates that have shorts teamed with matching sport shirts, which can be worn open as jackets, or tucked in as shirts.

Civil War Hats

In recognition of, and to coincide with the Civil War Centennial, the National Cap Cloth Hat Institute report revival in interest in Civil War type headgear—Confederate gray rebel caps and Union blue Yankee caps with authentic insignias will be seen ahead

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